114

Portfolio.

A HUMBLE PRESENTATION OF DESIGN
SKILLS AND ART PASSION

114AGENCY.COM

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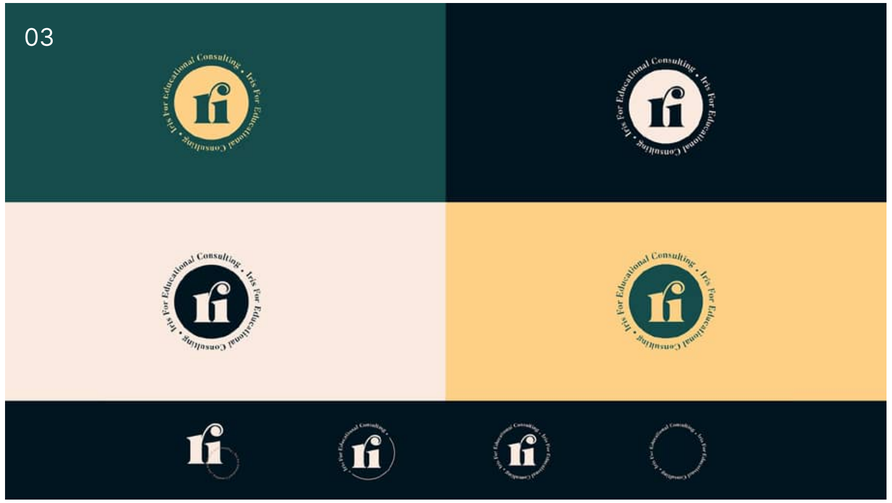
I. BRANDING & VISUAL IDENTITY

01_

Established during the first Covid-19 lockdown of 2020 by psychologist and educational consultant Mrs.Heather Bainbridge under the name of Bainbridge Agency, Iris for Educational Consulting is the same business with a new spirit, Brand, and a group of experts joining the agency to form a team entirely made of women, with one and only goal in mind to help and give hope to students with special needs facing challenges and to empower the female entrepreneurship.

Client Name_
Ms. Heather Bainbridge
Location
Salt lake city, Utah, USA
Time
3 months

Scope of work_
Brand strategy
Logo design
Stationary design
UX consulting



03_

As Shown here, I decided to make four distinct color combinations and four different logo variations while maintaining compatibility with the color pairs mentioned previously.

TOPAZ
#FDD086
0%, 19%, 54%, 0%
Pantone 134 C

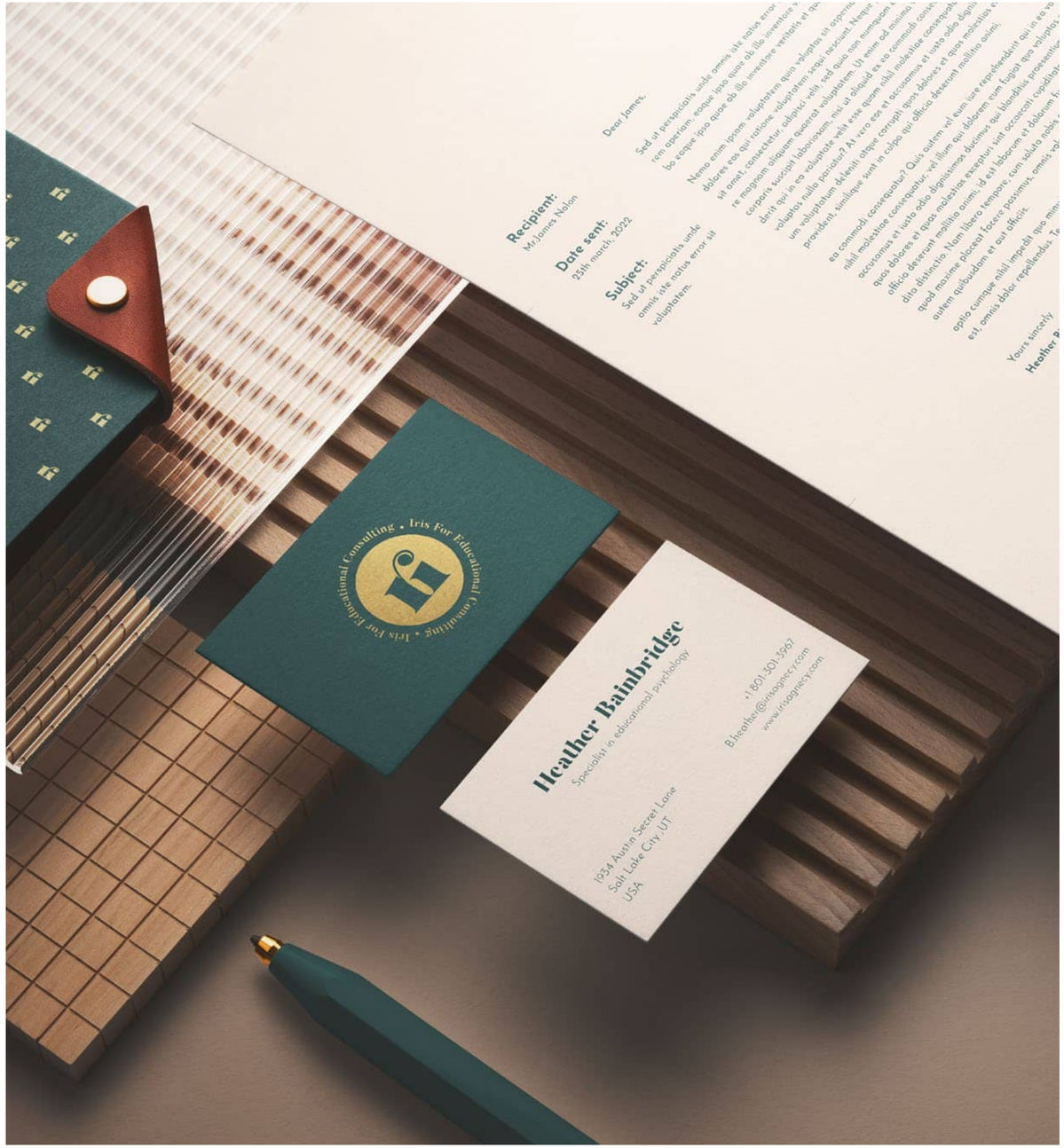
BLUE CHARCOAL
#011520
86%, 72%, 59%, 75%
Pantone black 6 C

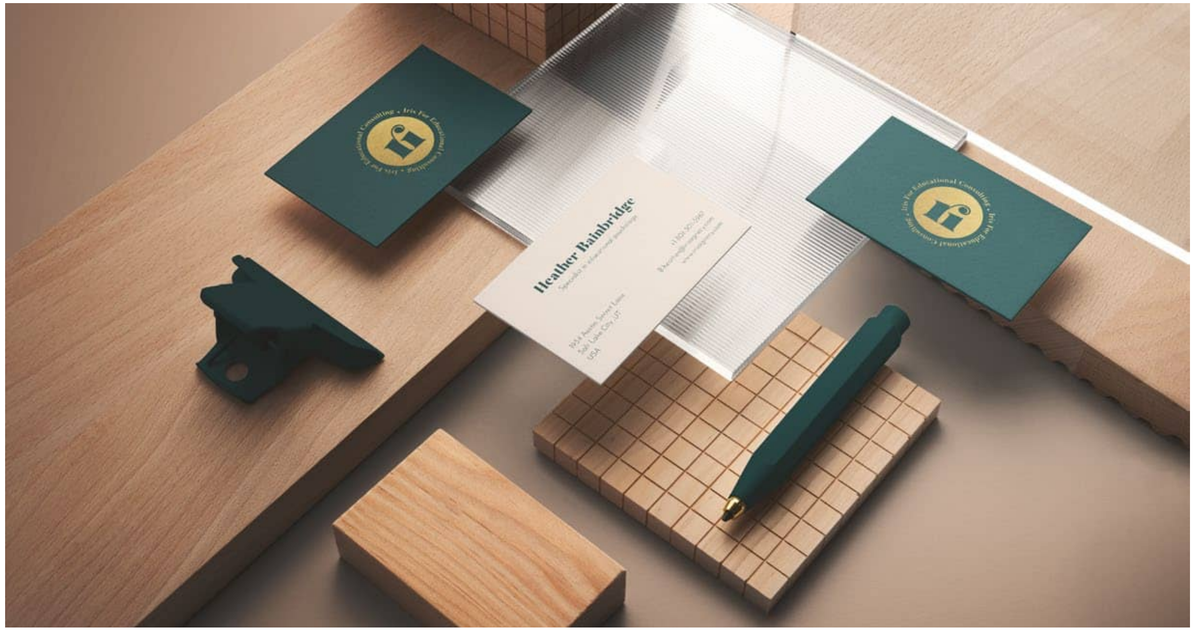
02_

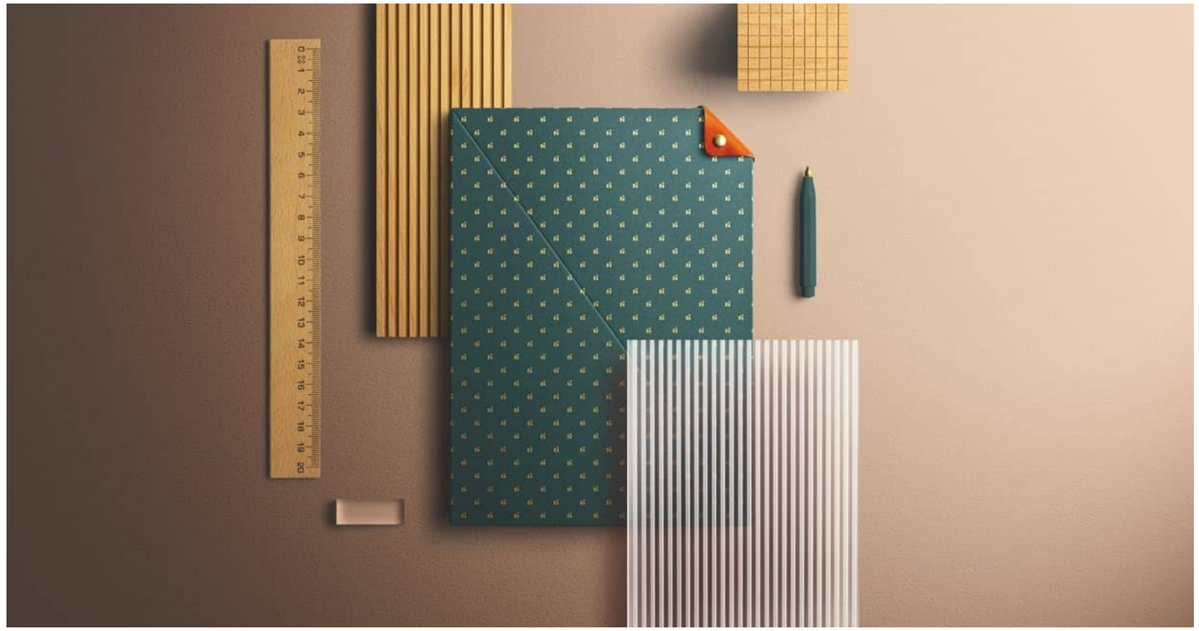
A good design is always a well-balanced and precise one.With precision and balance in mind, I decided to make a logo design where dimensions and size are proportional to each other based on the golden ratio as a multiplier and accurate angles in order to get a design that is easy on the eye and pleasing to look at.

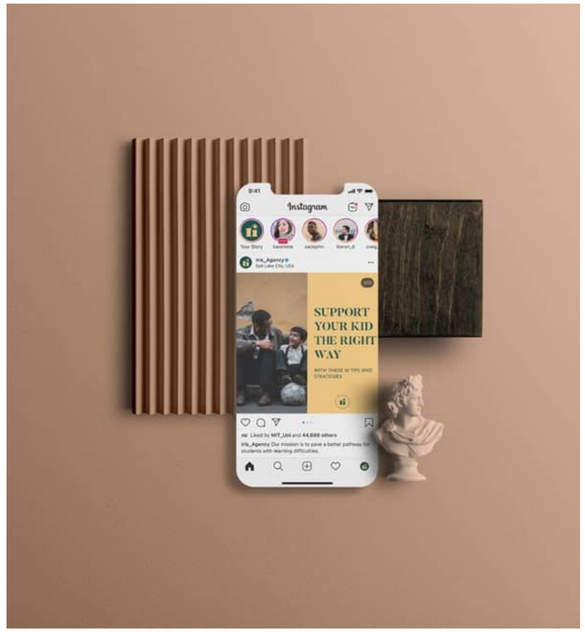
PEARL LUSTA
#FBEAE0
1%, 8%, 9%, 0%
Pantone 705 C

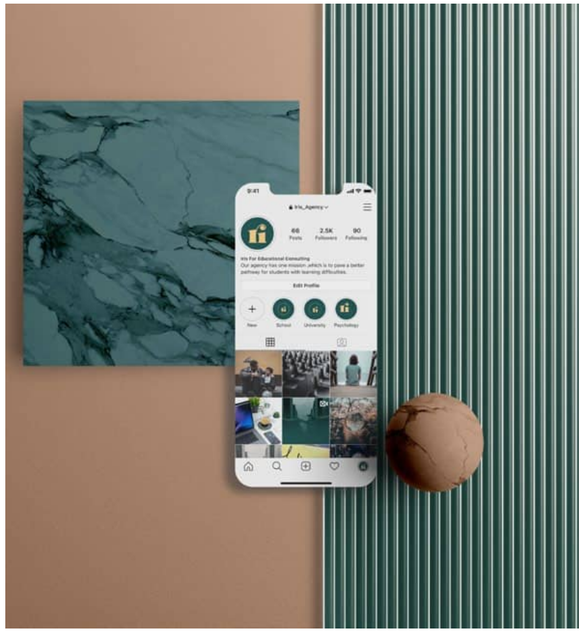
ELEPHANT
#00505A
88%, 51%, 60%, 39%
Pantone 343 C


Recipient:
Mr.James Nolon
Date sent:
25th march, 2022
Subject:
Sed ut perspiciatis unde omnis iste natus error sit voluptatem.
Dear James,
Yours sincerely
Heather Bainbridge
Specialist in educational psychology
1934 Austin Secret Lane
Salt Lake City, UT
USA
+1 (801) 301-3967
B.heather@irisagnecy.com
www.irisagnecy.com
Iris For Educational Consulting • Iris For Educational Consulting •

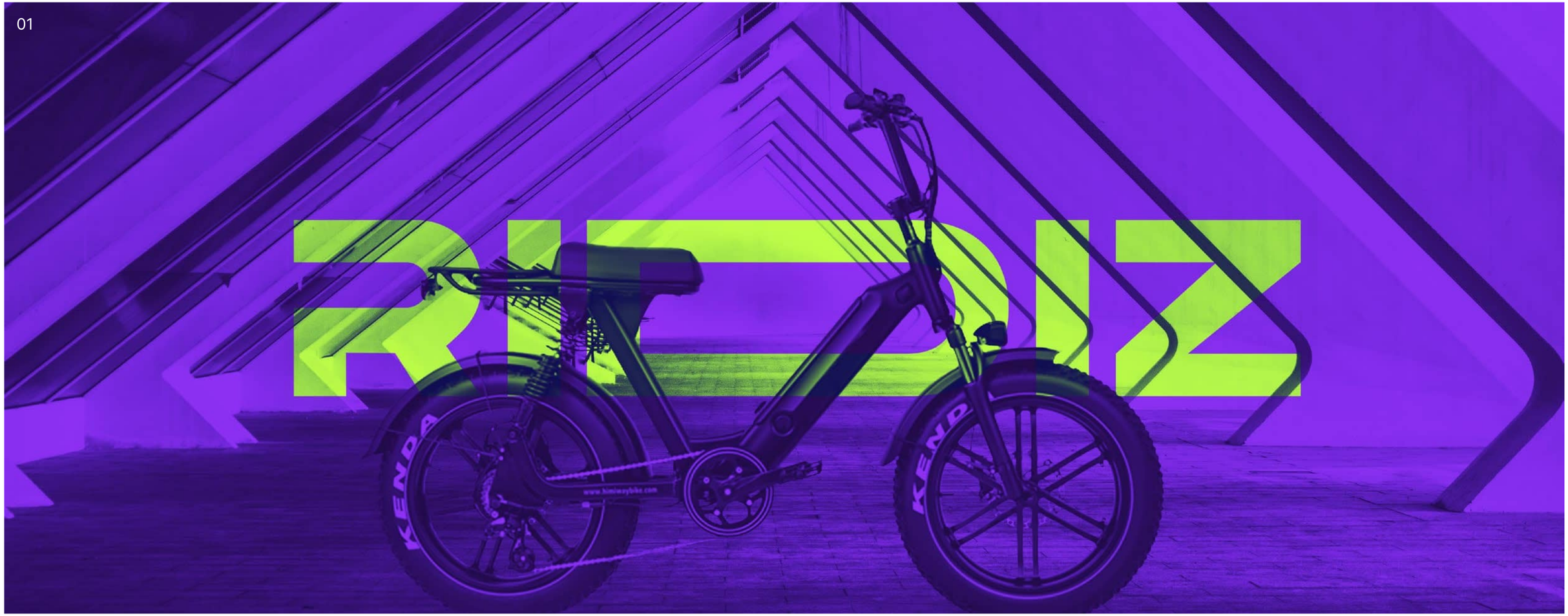





Instagram
SUPPORT YOUR KID THE RIGHT WAY



Invoice number : 2257/188
Cost
450.00$
250.00$
150.00$
900.00$
1750.00$
175.00$
100.00$
1825.00$



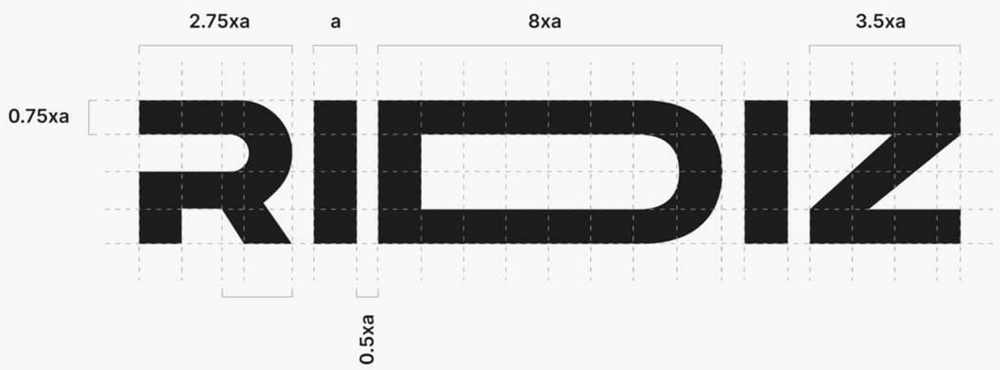
01_

Ridiz is a new public transport service launched by the metropolis WeCities. The main goal of this initiative is to make “bike sharing” more accessible to its residents while offering several modes of transport in the form of an e-bike, e-scooter, and e-bike cargo.
For the launch scheduled for September 22, 2021, the team responsible for this significant project wishes to mark the minds of the inhabitants with a modern, original and dynamic graphic identity that implements a lively and energetic color range to illustrate the meaning of movement and activity. that accompanies the use of RIDIZ.
Following the wishes expressed by the client, I decided to opt for an artistic direction based on the dystopian future x retro-vibe theme, with a visual aspect strongly inspired by the famous anime series Neon Genesis Evangelion.

Client Name_
Ridiz
Location
Métropole WeCities
Time
2 WEEKS

Scope of work_
Brand strategy
Logo design
Stationary design
Marketing campaign

02

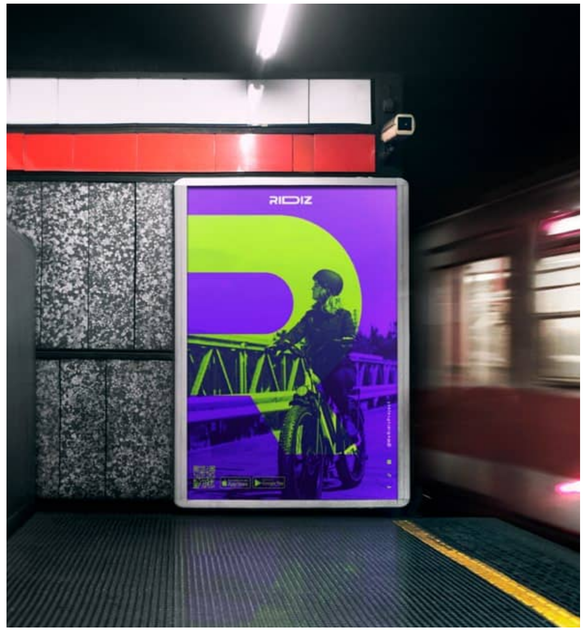


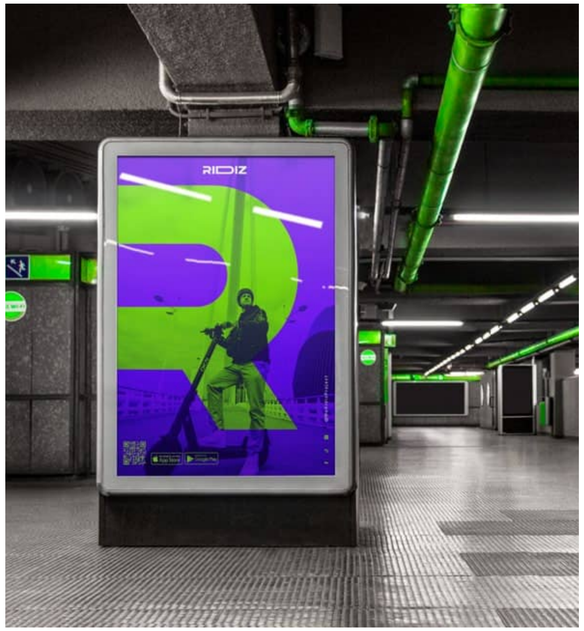
02_

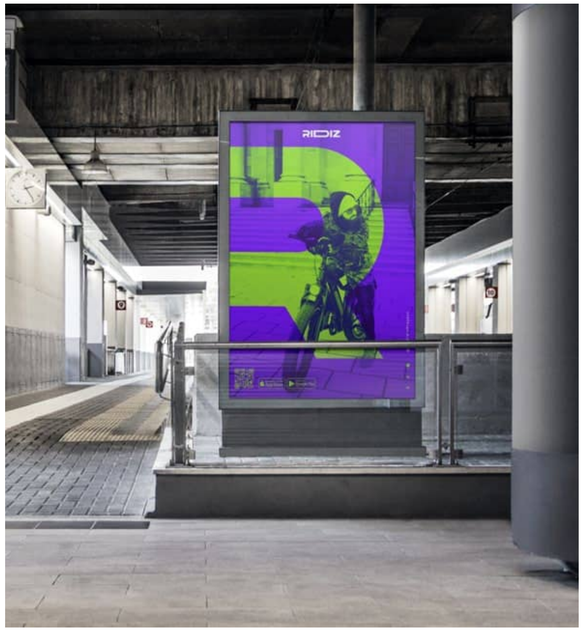
For this project, I decided to make a very minimal yet well-constructed logotype based on one and only one unit of measurement that I fixed as a parametric value. I named “ a” equal to the width of the capital “i.”
Every other measurement is proportional to “a”; this way, the overall design is well-balanced while maintaining a slick and futuristic look.

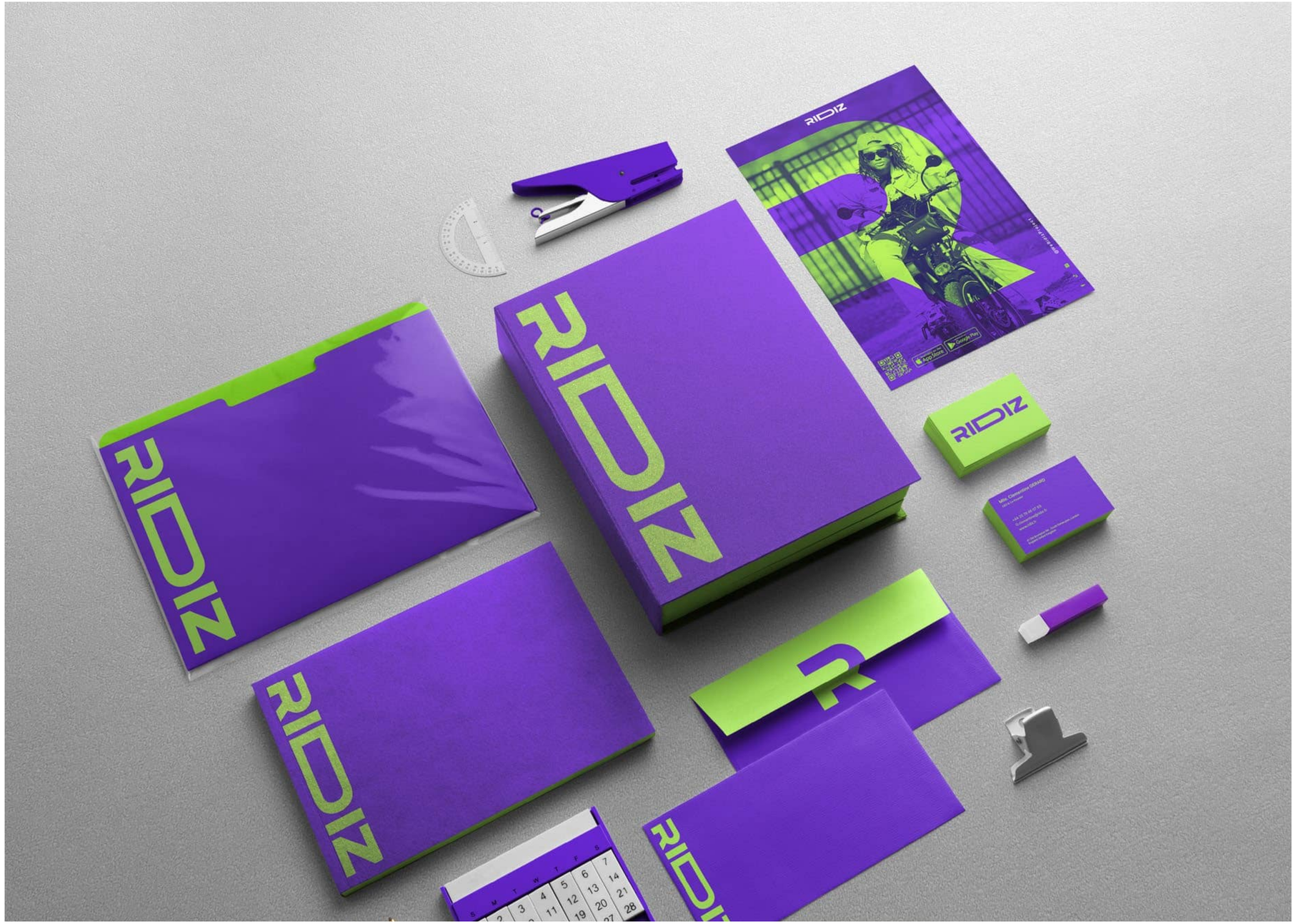
RIDIZ
RIDIZ

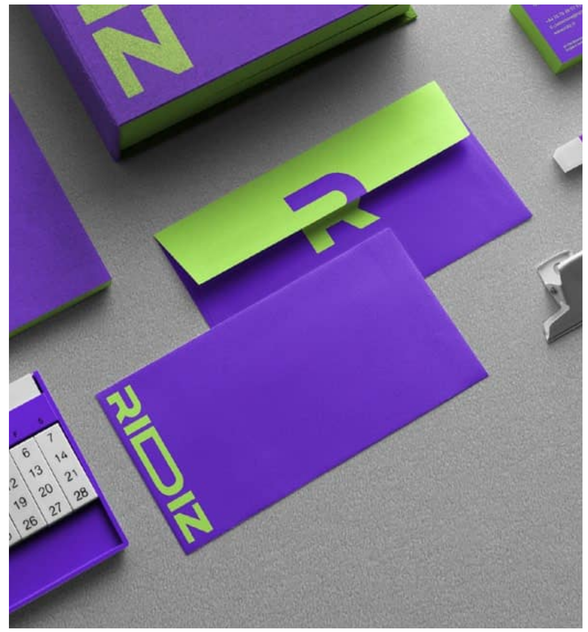
RIDIZ
App Store
Google Play


RIDIZ


RIDIZ

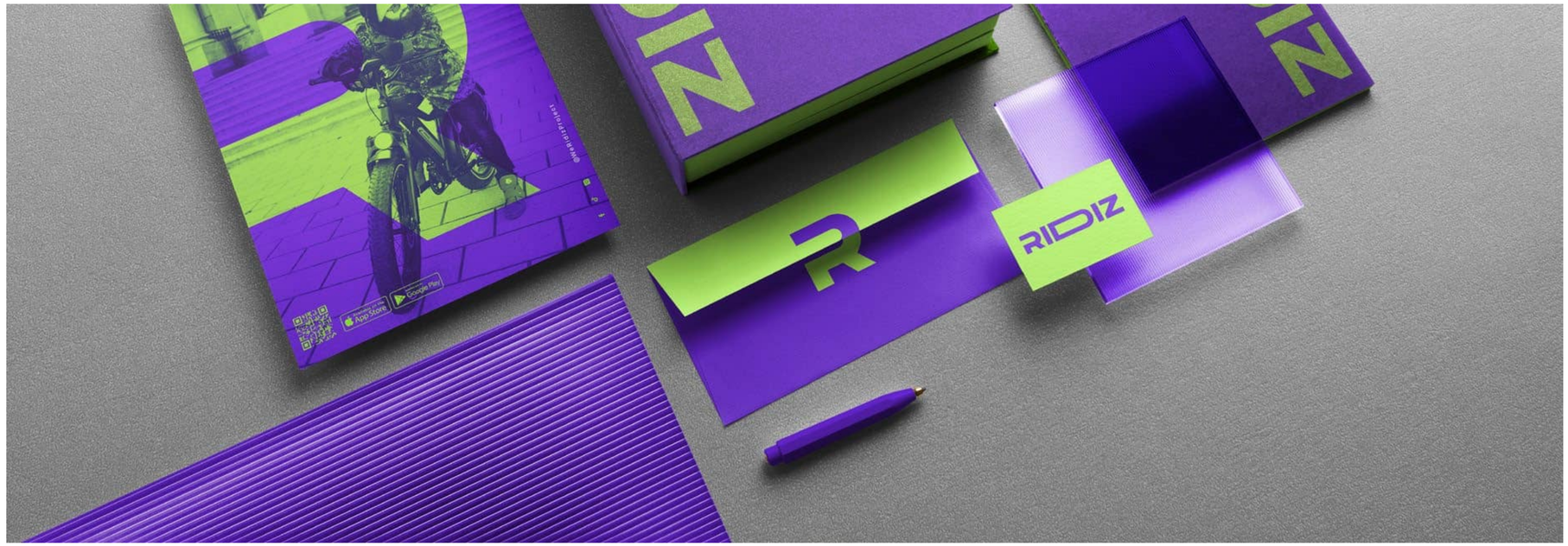

RIDIZ


RIDIZ
RIDIZ
RIDIZ
RIDIZ
RIDIZ
RIDIZ
Mlle Clementine GERARD


RIDIZ
RIDIZ

RIDIZ
Mlle Clementine GERARD

RIDIZ


RIDIZ
R
RIDIZ

Mlle. Clementine GERARD
CEO & Co-Founder
+44 20 79 46 07 63
c.clementine@ridiz.fr
www.ridiz.fr
R
RIDIZ

@RIDIZPROJECT

01

DAR ZILLEAJ

Since 1956

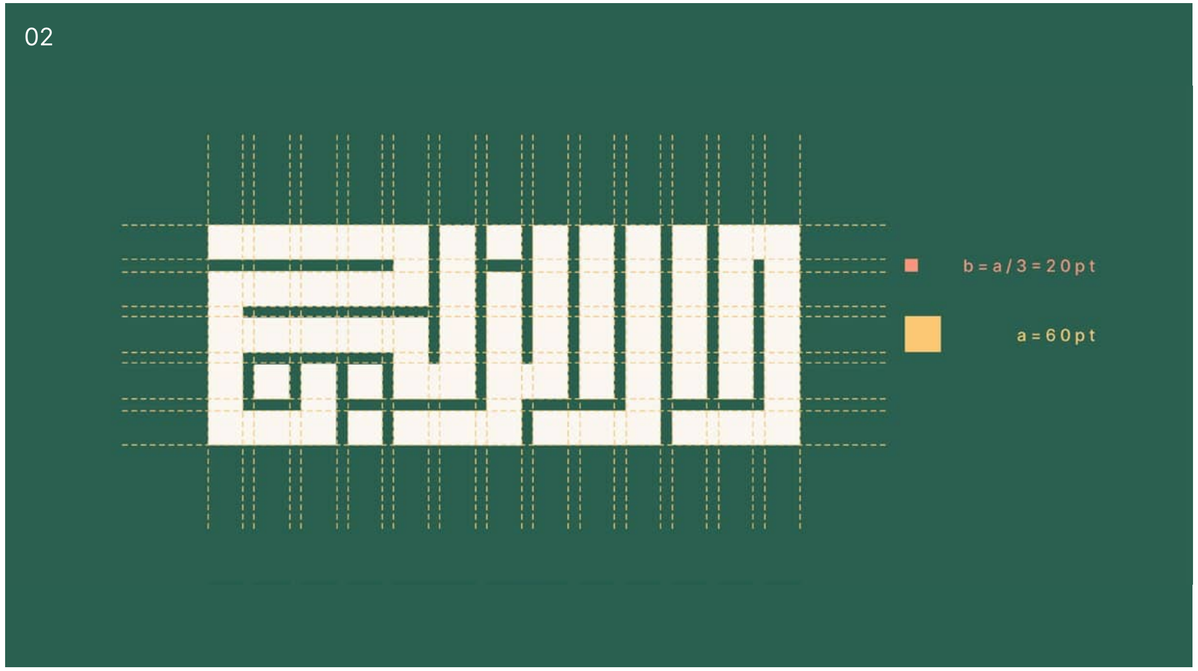
01_

Established in London during the 1950s by El Haj Soulaïman Tahiri, Dar zilleaj was the first to introduce Moroccan mosaïc tiles to Londoners by importing authentic Fassi fousaifisae to British markets.
In the late 90s, El haj Soulaïman decided to retire after over 40 years of building a company worth over 25M£ and let his elder son Mr.Riad handle the business as a second-generation leader.
Under the lead of Mr.Riad, the company expanded its range of products to include Moroccan woodwork, metalwork like silver and copper decorations, and gypsum ornaments, hence the need for a new visual identity representing the new philosophy of the company while keeping a connection with the roots of the Maghrebian culture in general and the Moroccan culture and traditions in particular.

Client Name_
Mr.Riad Tahiri (fictitious)
Location
London UK
Time
3 weeks

Scope of work_
Brand strategy
Logo design
Stationary design

02

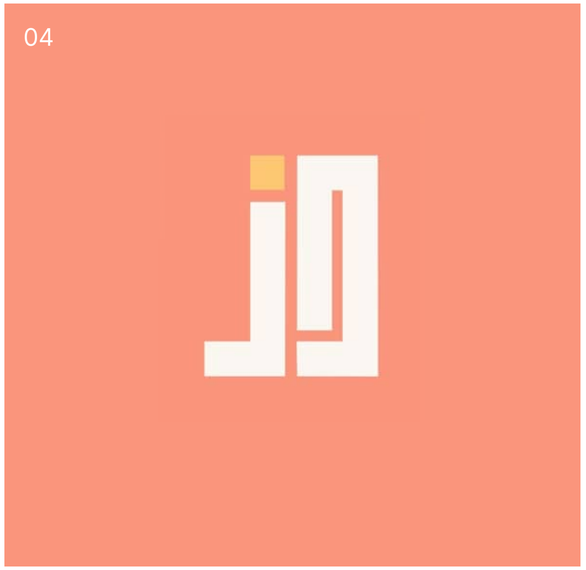


02_

One of the main goals while making this logo system was the incorporation of some elements from the Moroccan mosaic in particular and Arabic/Islamic art and calligraphy in general, which resulted in the use of cubic kufi calligraphy to show both features from the grid systems used during the making of zellij as well as the Arabic roots of dar Zilleaj as a company.

03_

Following the same idea of using elements related to the culture and industry of the company, I decided to use colors such as earth green, mustard yellow, coral red, and latte beige, typically used in the Moroccan mosaic, to create stunning and vibrantly colorful tiles.



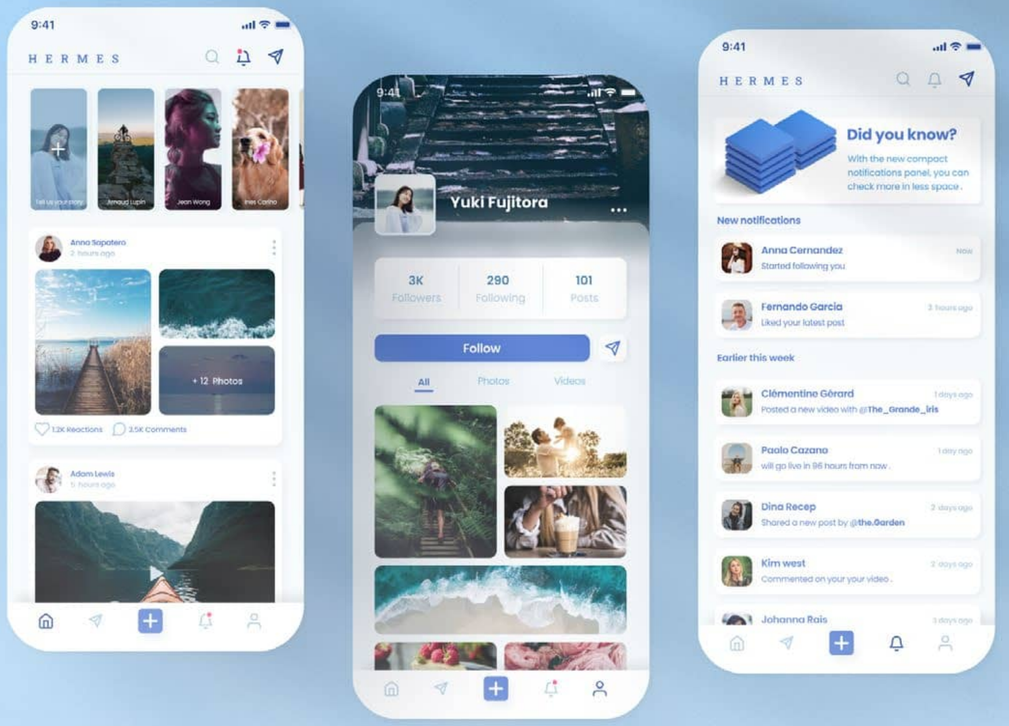
04_

Be it for an app icon, website favicon, or simply social media avatars, a minified and abbreviated version of the logo is a must-have to make sure that your brand is responsive, present, and easily memorable by clients or prospects despite the media or platform used to display your brand.
Notably, a minified logo or icon can have other use cases, such as being used in pattern generation or stamps.

London
07 / 05 / 2022
Dear Mr. Matthew Gallardy
Sincerely,
MR AMINE TAHIRI
CEO and Co-founder
+44 20 79 46 07 63
A.tahiri@dar-zilleaj.com
www.dar-zilleaj.com
Mr. AMINE TAHIRI
CEO & Co-Founder

II. USER EXPERIENCE AND USER INTERFACE DESIGN PROJECTS.

H E R M E S



Client Name_
Google Certification
Location
Online
Time
4 WEEKS

Scope of work_
-Wireframing
-Low and high-fidelity prototyping
-Conducting usability studies
-Determining IA

THE PRODUCT_

Hermes is an online social app that facilitate finding and making new friends who share the same interests as you , be it to organise activities or just to find someone to chit chat with about topics ranging from silly to philosophical .

THE PROBLEM_

During this day and age , communicating and sharing your day with others becomes more essential than ever, users are always looking for the next big platform to join, that’s where hermes comes.

THE GOAL_

Design a social media platform where users can share their special moments.

USER RESEARCH: SUMMARY_

My first step was to compare the powerful platforms to get an idea of what kind of features they have that may attract my future audience; I did that by using the SourceForge comparison tool; I decided to develop a set of questions that were addressed to users during the interviews, the answers we received made it clear that there are a couple of features that need to be added while others we need to discard.

USER RESEARCH: DECISIONS_

Once I finished the user research phase, I made a couple of decisions to exploit the results of my research and give my end user the most optimal user experience possible.

The first step I took was creating two personas to summarize the main characteristics of my target audience in a more manageable form.

PERSONA 1: CHRISTINE_

Christine is a British influencer and model who enjoys being close to her audience and socializing with them. But the current platforms and their algorithms make her work more on satisfying the algorithm than actually socializing with her followers.

PROBLEM STATEMENT_

Christine is a British influencer who needs a new platform that allows her to be herself when interacting with her audience. The existing ones make her focus more on the algorithm than the actual audience.

PERSONA 1: INFOS_

Age:
32 years old
Education:
Master's in Art
Hometown:
London
Family:
In relationship
Occupation:
Influencer

> **"As influencer I›m always looking for the next big thing and always trying to engage with my audience by creating quality content"**

HER GOALS_

1- Having a platform that will allow her to reach an even bigger audience.
2- Her main interest is building a free community.

HER FRUSTRATIONS_

1-Always having to change how she interacts with her followers based on how the algorithm dictates that.

> **"After a day at work, it is always nice to have a place where I can have a relaxing time with friends!"**

HIS GOALS_

1- Connect with his friends and family.
2- Having a platform where he can be himself and express his opinion freely.
3- Get more content than ads on his feed.

HIS FRUSTRATIONS_

1- Unable to voice his opinion about topics that matters to him.

PERSONA 2: JOSÉ_

José is a bank teller who spends his day on a very stressful job; he wants to have a platform where he can express his opinion freely without any sanction and get to see the content of his friends and family instead of tons of ads.

PROBLEM STATEMENT_

José is a bank teller who needs a platform to freely express his opinion and get to see the content of his friends and family because the existing ones show more ads than the actual content.

PERSONA 2: INFOS_

Age:
28 years old
Education:
Bs in business
Hometown:
Marid
Family:
Single
Occupation:
Bank Employee

THE IDEATION PROCESS_

For ideation, I prefer using a technique that wasn't mentioned in the certificate courses but used by many UX designers: the prototyping method. To explain this technique, I will quote an IDF article.

> **"Prototyping itself can be an ideation technique. When you create a physical object you need to make decisions and this encourages the generation of new ideas. You build to think."**

USABILITY STUDY: PARAMETERS_

Study type:
Unmoderated usability study
Location:
Remote
Participants:
4 participants
Length:
20-30 minutes

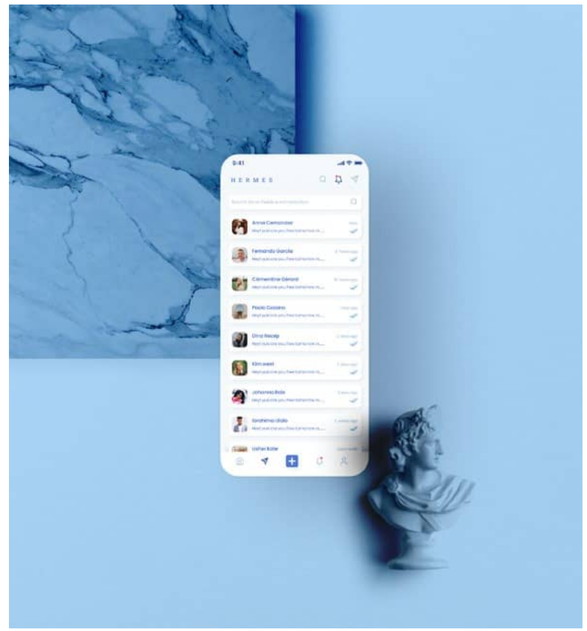
USABILITY STUDY: FINDINGS_

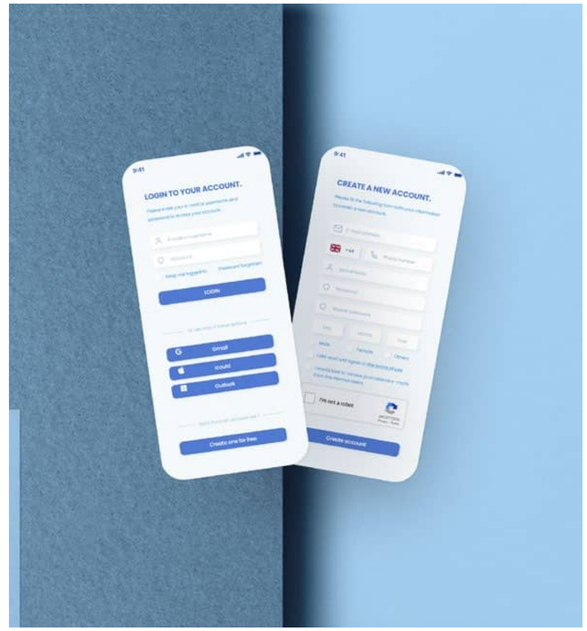
These were the main findings uncovered by the usability study:

Algorithms
Users who are using the app professionally expressed their frustrations when it comes to how the algorithms are limiting their creativity.

Freedom of speech
A group of users wanted a platform where they could express their opinion freely.

Ads
People want to get more content instead of ads.





TYPOGRAPHY_

I decided to go with an easy to read screens font family and one that users are used to seeing on other mobile apps and websites; this is why I went with Poppins, with its various weights ranging from light to medium and even black for accentuated titles.

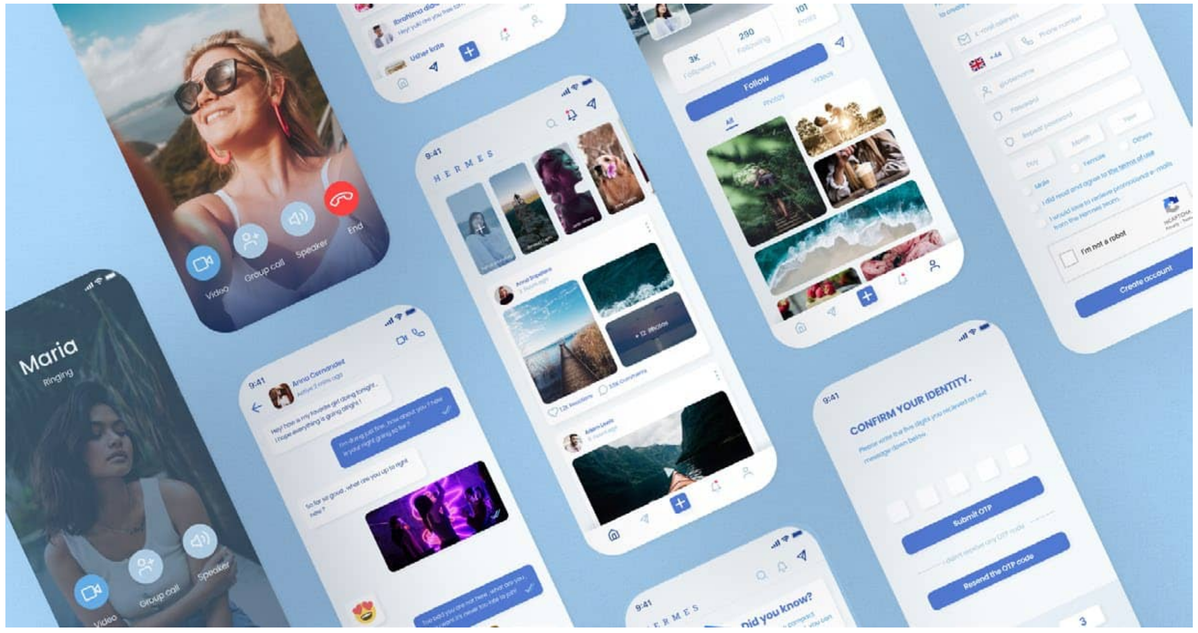
COLOR SCHEME_

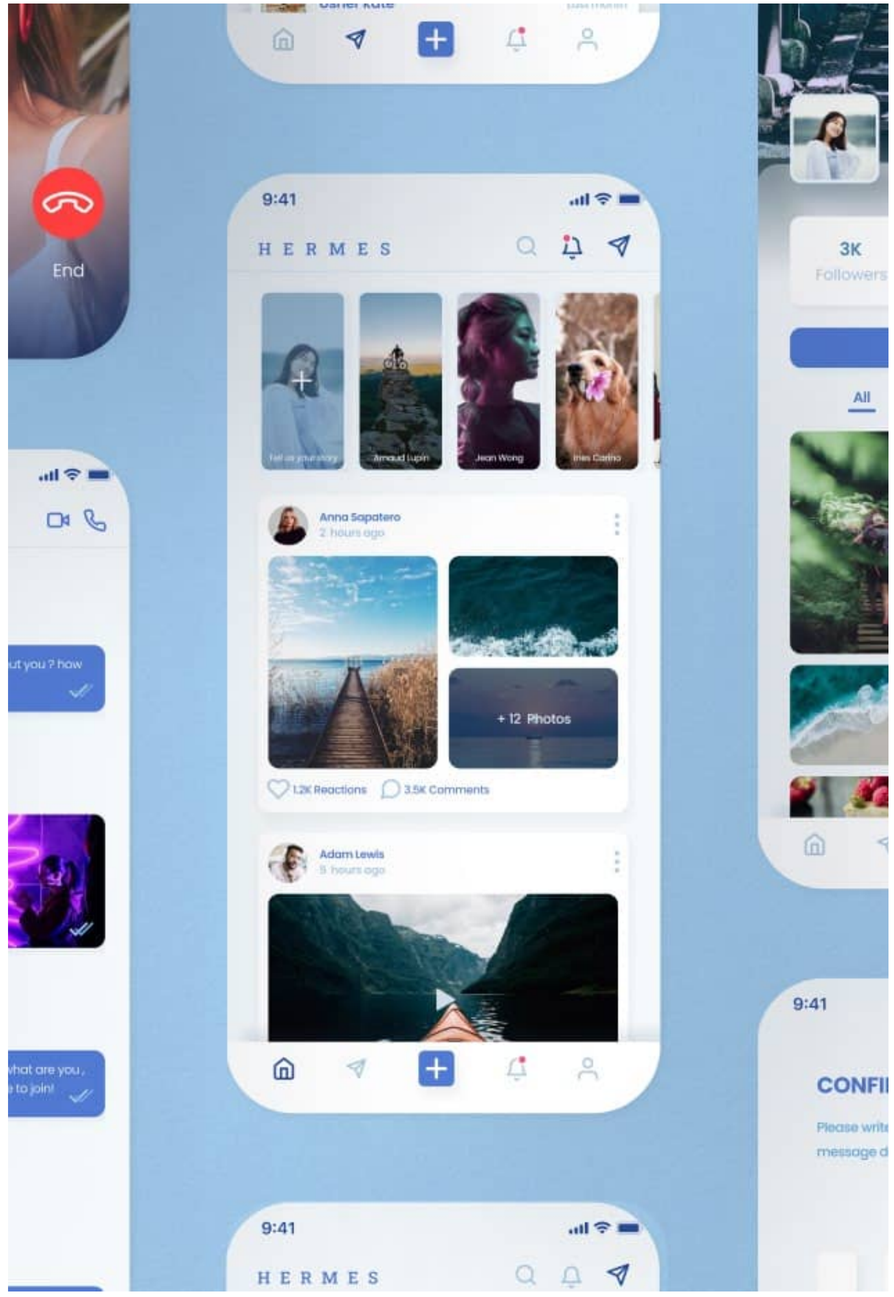
For color selection, a blueish color scheme was my go-to choice for this project; just like the typography choice, I wanted the users to feel right at home once opening the app.

#E6EFF6
#ADCBE3
#64ACE6
#517AD3
#274B9C

PROJECT IMPACT & WHAT I LEARNED_

Social media platforms should be a place where to empower people and give the theme a space to show their creative side, and this is precisely the kind of impact Hermes is trying to achieve. Also, even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.





Client Name_
Google Certification
Location
Online
Time
2WEEKS

Scope of work_
-Wireframing
-Low and high-fidelity prototyping
-Conducting usability studies
-Determining IA

THE PRODUCT_

Lupin is a website for customers looking for clothing and accessories for males at a very affordable price and from the comfort of the couch while enjoying a great selection of fashion items and generous daily offers.

THE PROBLEM_

Users who barely have time to go out to buy new clothes but want to wear everyday fashionable clothing and dress well without breaking their bank account.

THE GOAL_

Creating an platform easy to use as elegant as the items proposed in the store.

USER RESEARCH: SUMMARY_

I conducted interviews and created empathy maps to understand the users I'm designing for and try to address their pain points. A primary user group identified through research was working male adults who don't have time to go outside even during their days off to acquire new clothing items and want to easily and affordably have clothes, footwear, and accesories delivered right to their doors .

USER RESEARCH: PAIN POINTS_

TIME
Not every user has the time to go out to do some shopping .

MONEY
Users want to dress well without spending too much money.

INFORMATION ARCHITECTURE
Order forms should be easy to complete and ask only for necessary information.

USER RESEARCH: DECISIONS_

After finishing the user research process, it was time to use my findings to make a good user experience that would fit the user's needs the same way a piece of clothing from lupin would.
Creating an excellent persona to capture all the characteristics of our end user is the first step I took to build this website's user experience with the model user in mind.

PERSONA : JI-CHANG_

Ji-chang is a Korean YouTuber who moved back when he was 18 to Germany to study CS and game design. After he graduated, he decided to stay there and started a new career as a YouTuber with a show to showcase unique clothes. Still, he can't find what he needs, and even when he does, it's hard to find something his size since he has a petite silhouette.

PROBLEM STATEMENT_

Ji-chang is a fashion YouTuber with a hectic schedule -who needs an easy way to order Trendy clothes
because he can't find something, he likes in nearby shops.

PERSONA : INFOS_

Age:
28 years old
Education:
Master's in game design
Hometown:
Seoul / living in Berlin
Family:
In relationship
Occupation:
Youtuber

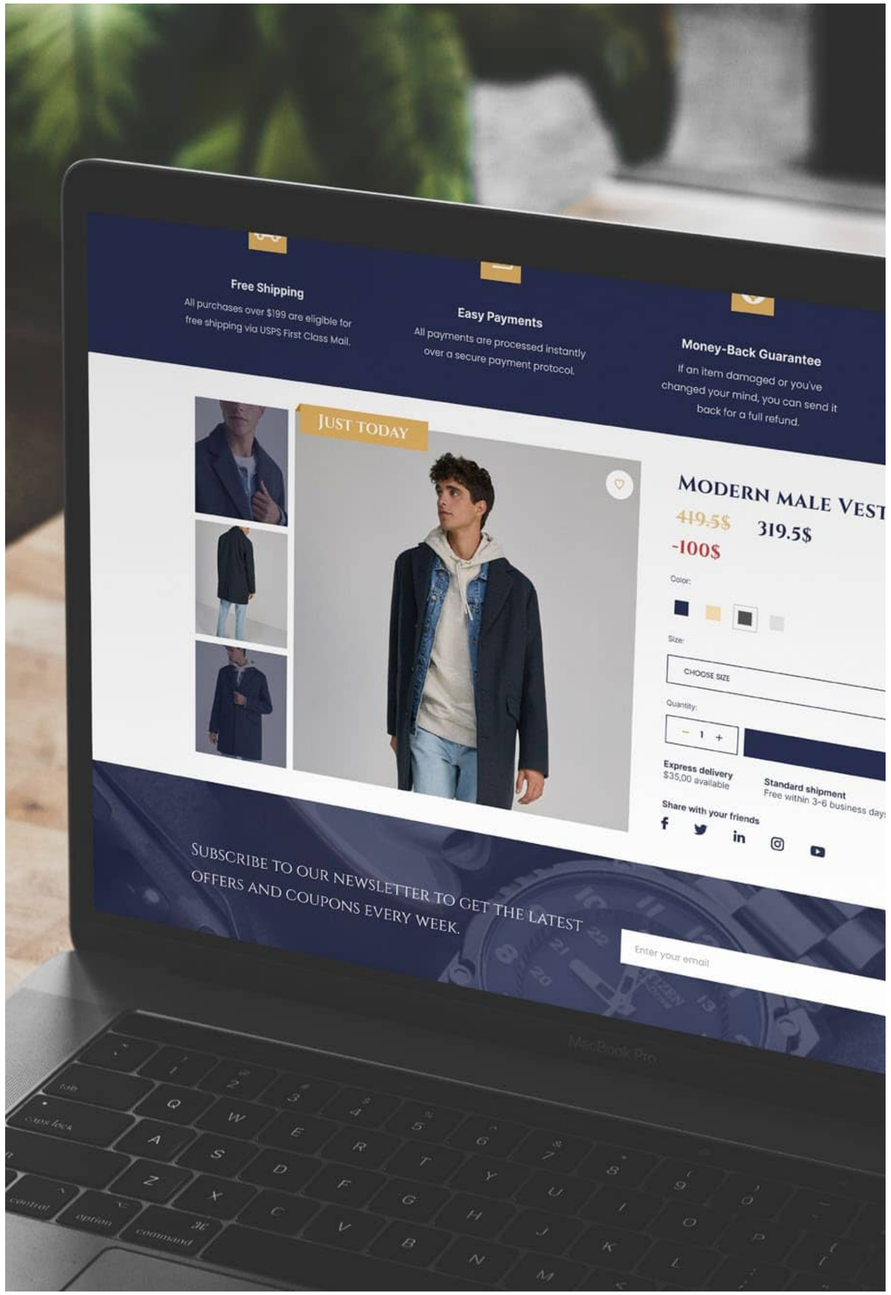
HIS GOALS_

1- Get clothing and accessories with original designs on his videos.
2- have his goods shipped right to his front door asap.

> **"Subscribers always seek new and original content, so I need to always present them with the most original and trendiest looks."**

HIS FRUSTRATIONS_

1-Most designs he can find in his area are overused and lack the originality he wants to promote on his YT content.


Free Shipping
All purchases over $199 are eligible for free shipping via USPS First Class Mail.
Easy Payments
All payments are processed instantly over a secure payment protocol.
Money-Back Guarantee
If an item damaged or you've changed your mind, you can send it back for a full refund.
JUST TODAY
MODERN MALE VEST
419.5$
319.5$
-100$
Color:
Size:
CHOOSE SIZE
Quantity:
Express delivery
$35,00 available
Standard shipment
Free within 3-6 business days
Share with your friends
SUBSCRIBE TO OUR NEWSLETTER TO GET THE LATEST OFFERS AND COUPONS EVERY WEEK.
Enter your email

USABILITY STUDY: PARAMETERS_

Study type:
Unmoderated usability study
Location:
Remote
Participants:
6 participants
Length:
20-30 minutes

USABILITY STUDY: FINDINGS_

After two rounds of usability studies i was able to refine my design based on the findings .

Round I
-Users want a better way of navigating
-Easier way of checking new products
-A linear checkout process

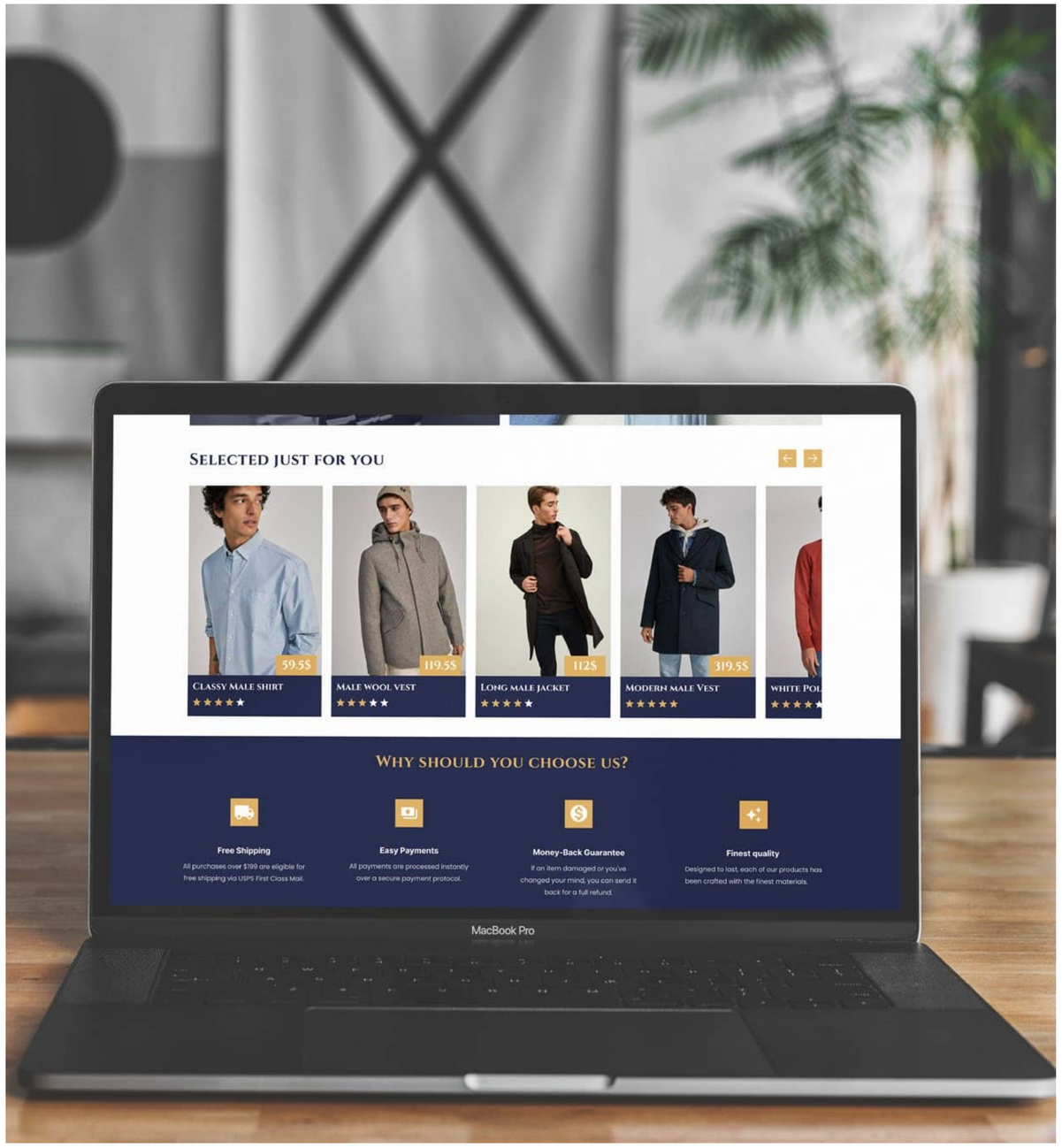
Round II
-A way to check the progress of the order.
-Editing the order before shipping.
-Confirmation message after changes are made.

TYPOGRAPHY_

For this project, I decided to play with contrast when it comes to typography, be it by using two distinct font families or even using various fonts weights within the same family, all of that to make it easy for the user to prioritize information within one screen.

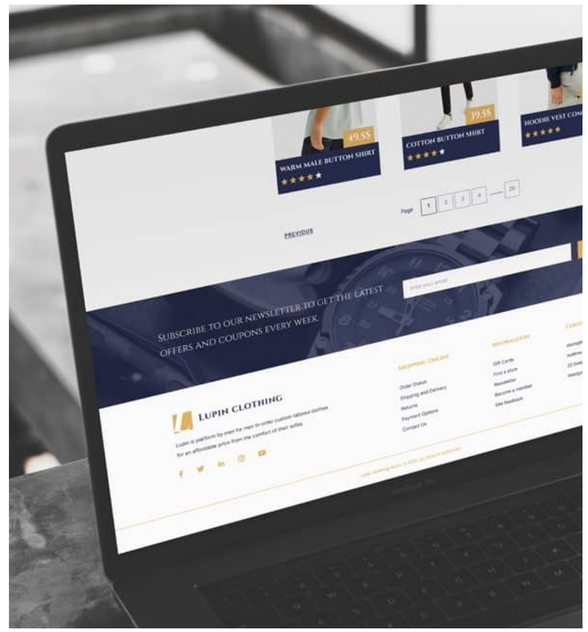
COLOR SCHEME_

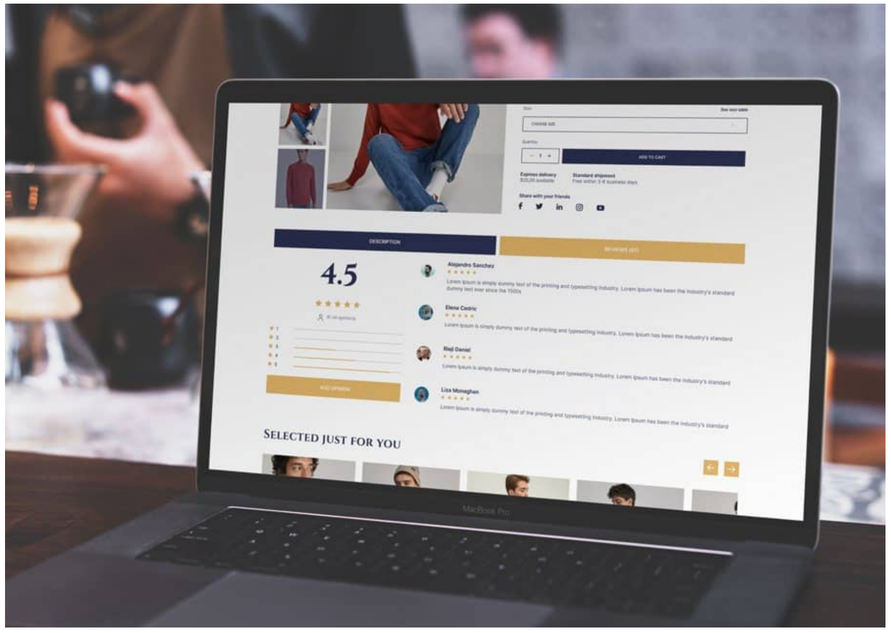
Same as typography i decided to use contrasting and “mature” colors for lupin website to drive the inner fashionista out of every single visitor with a selection of cold and warm colors.


SELECTED JUST FOR YOU
59.5$
CLASSY MALE SHIRT
119.5$
MALE WOOL VEST
112$
LONG MALE JACKET
319.5$
MODERN MALE VEST
WHY SHOULD YOU CHOOSE US?
Free Shipping
All purchases over $199 are eligible for free shipping via USPS First Class Mail.
Easy Payments
All payments are processed instantly over a secure payment protocol.
Money-Back Guarantee
If an item damaged or you've changed your mind, you can send it back for a full refund.
Finest quality
Designed to last, each of our products has been crafted with the finest materials.
MacBook Pro

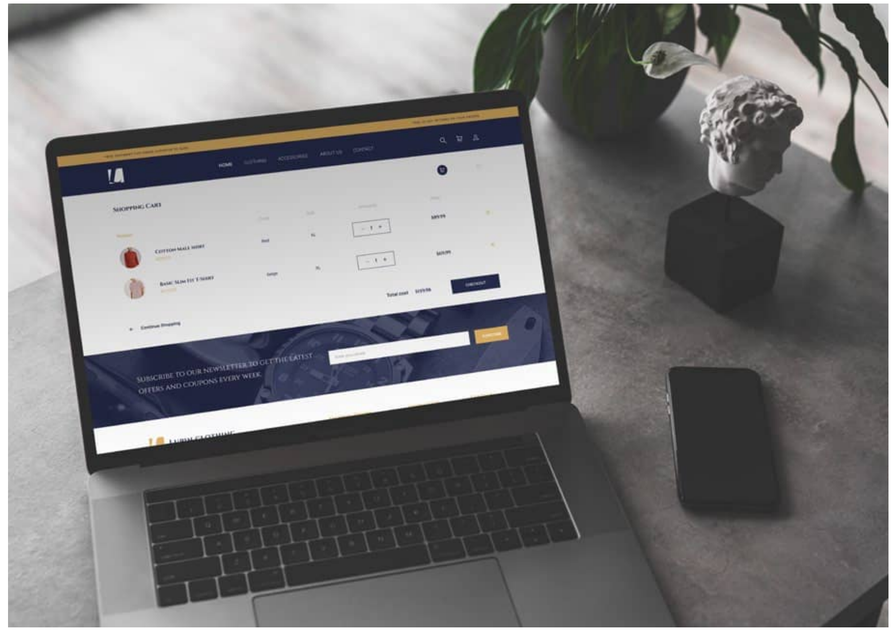
PROJECT IMPACT & WHAT I LEARNED_

A website like Lupin can significantly impact users with little to no time to go shopping or who are unsatisfied with the products available on the market and want something more custom-made.
This project was also an eye-opener for me as a designer since I learned that Your first idea and concept are far from being the best solution for the problem you are trying to solve.


WARM MALE BUTTON SHIRT
49.5$
COTTON BUTTON SHIRT
39.5$
SUBSCRIBE TO OUR NEWSLETTER TO GET THE LATEST OFFERS AND COUPONS EVERY WEEK
LUPIN CLOTHING



FREE SHIPMENT FOR ORDER SUPERIOR TO $200
FREE 30 DAY RETURNS ON YOUR ORDERS
HOME
CLOTHING
ACCESSORIES
ABOUT US
CONTACT
All products
MEN'S TOPS
Show products:
30
Sort:
POPULAR
PRODUCT TYPE
T-Shirts (411)
Sweatshirts (131)
Tank Tops (56)
Dress shirts (8)
PRICE
0 USD
500 USD
COLLECTION
SIZE
XS
S
M
L
XL
XXL
COLOR
39.5$
COTTON MALE SHIRT
59.5$
CLASSY MALE SHIRT
99$
LONG MALE COAT
MacBook Pro


SHOPPING CART
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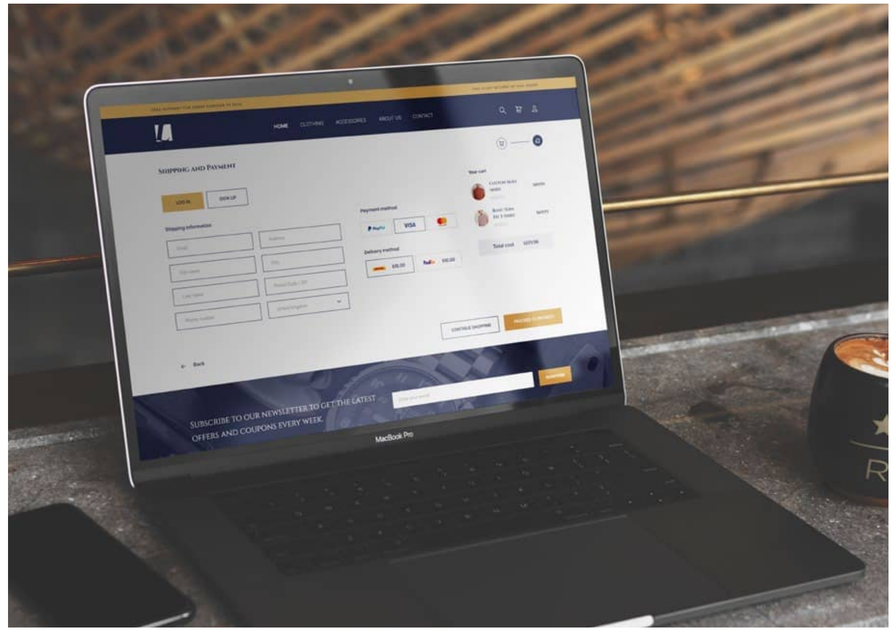

SHIPPING AND PAYMENT
SUBSCRIBE TO OUR NEWSLETTER TO GET THE LATEST OFFERS AND COUPONS EVERY WEEK
MacBook Pro

Client Name_
NA
Location
Online
Time
1 WEEK

Scope of work_
-Wireframing
-Low and high-fidelity prototyping
-Determining IA

THE PRODUCT_

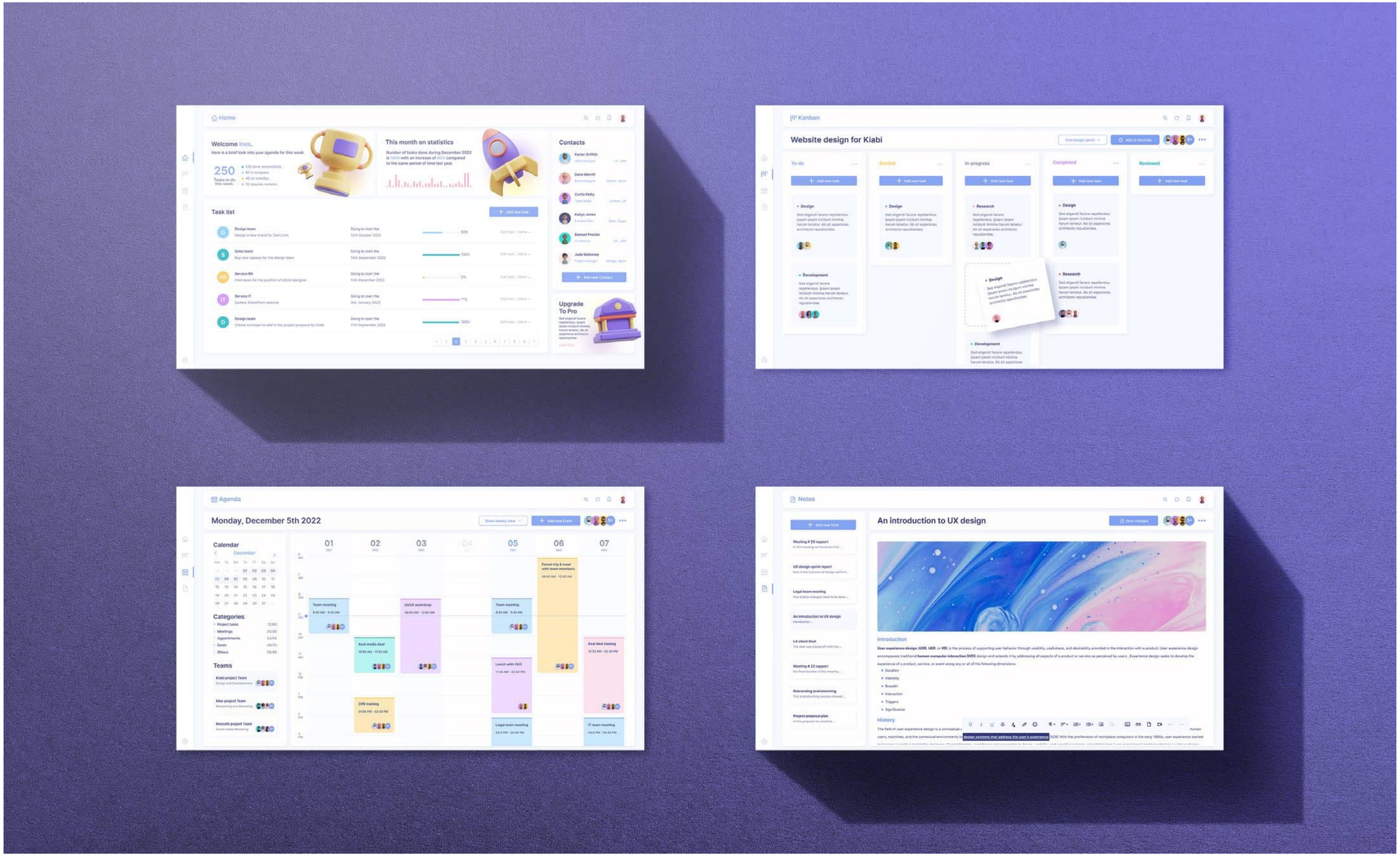
Dash_Islands is a project management dashboard that was made as part of a UI design exploration project where I wanted to test new ideas while exploring and mixing styles outside my comfort zone.

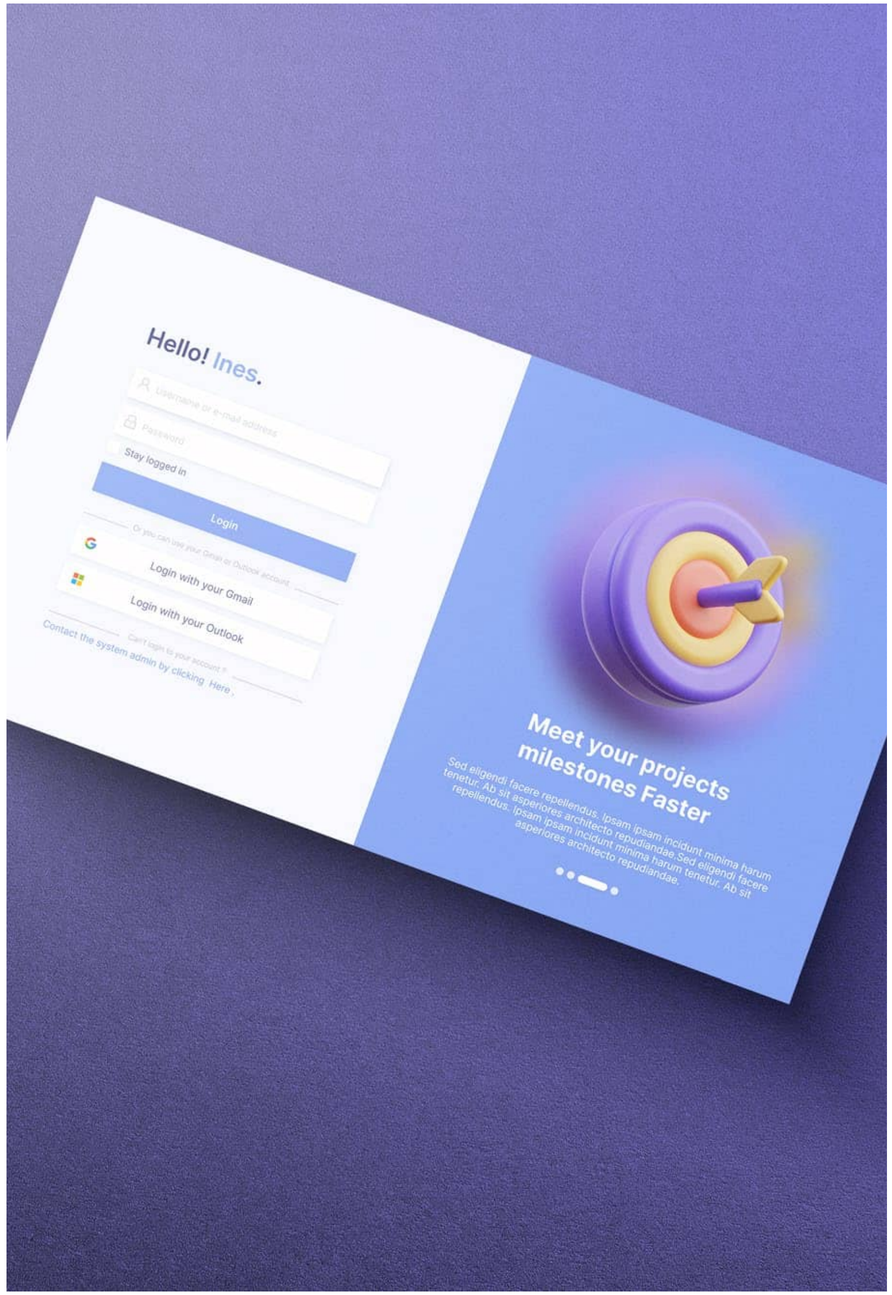
THE PROBLEM_

Project managers, designers, and developers need a platform to know their tasks. They have a clear overview of the projects they are working in while using an easy and fun-to-use web app.

THE GOAL_

Creating a dashboard that is easy to use while deviating from the hard-edged corporate UI style used on the big majority of similar tools.



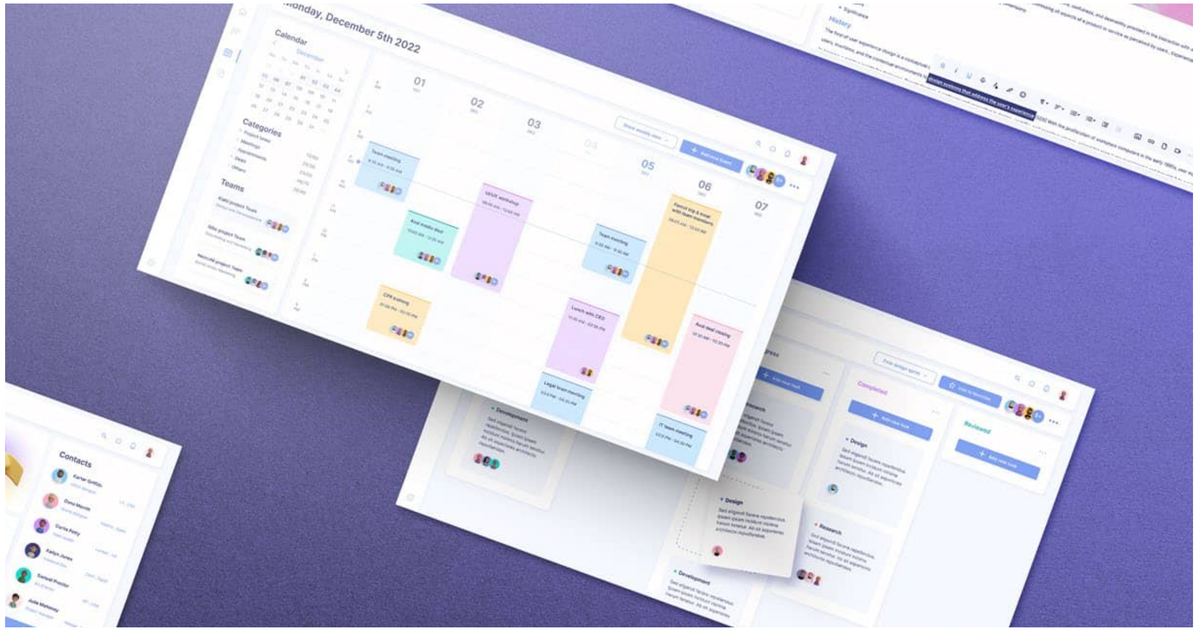


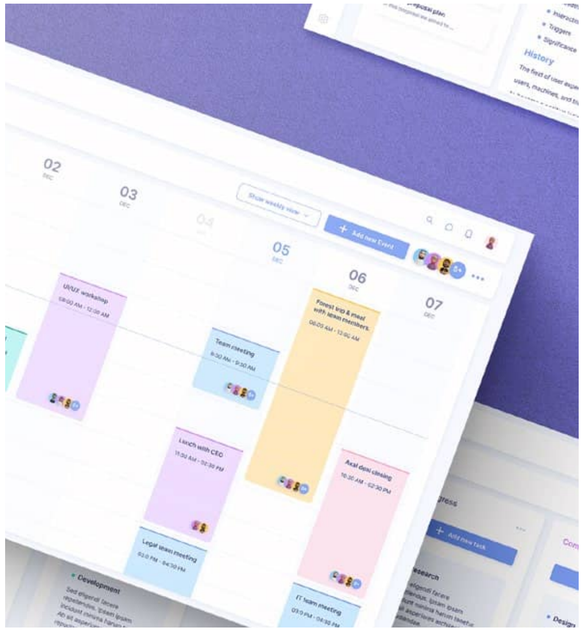
TYPOGRAPHY_

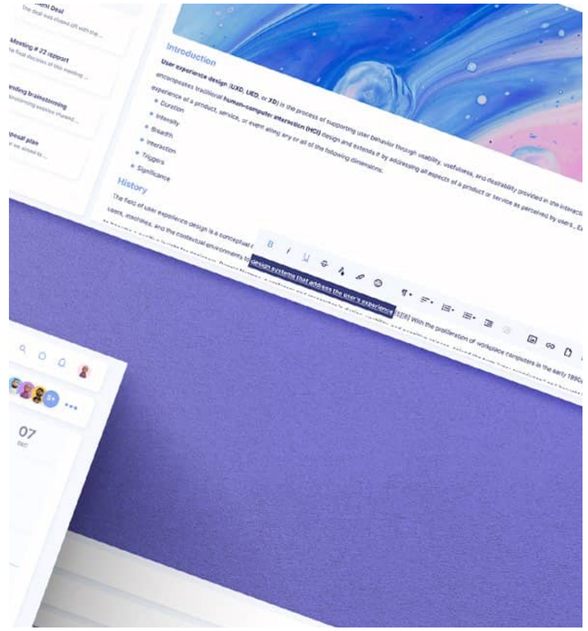
Since simplicity is the main focus of this exploration project, I opted for using one font family over two or more families.
Contrasting weights and sizes were used to give hierarchy to the displayed data and content.

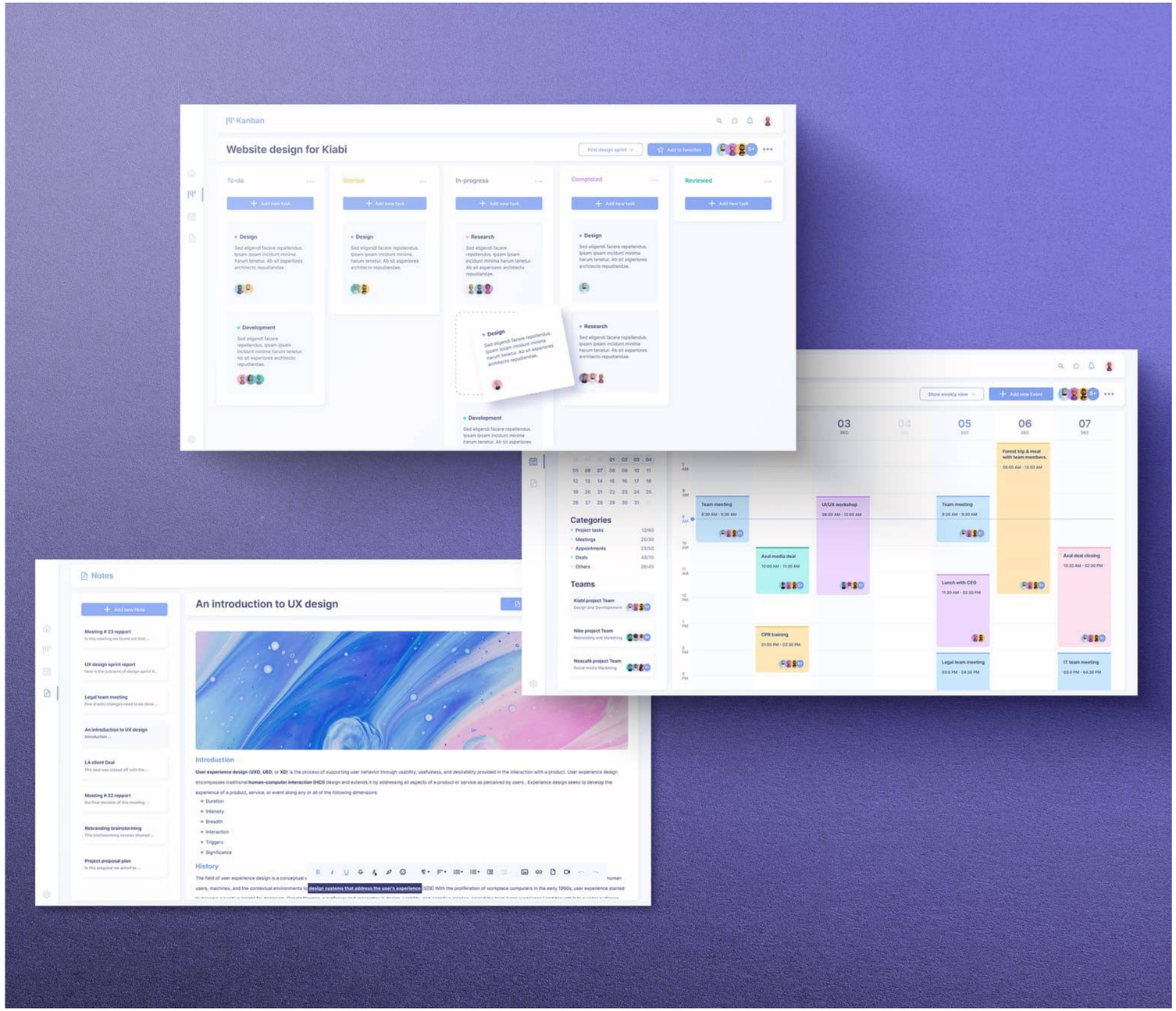
COLOR SCHEME_

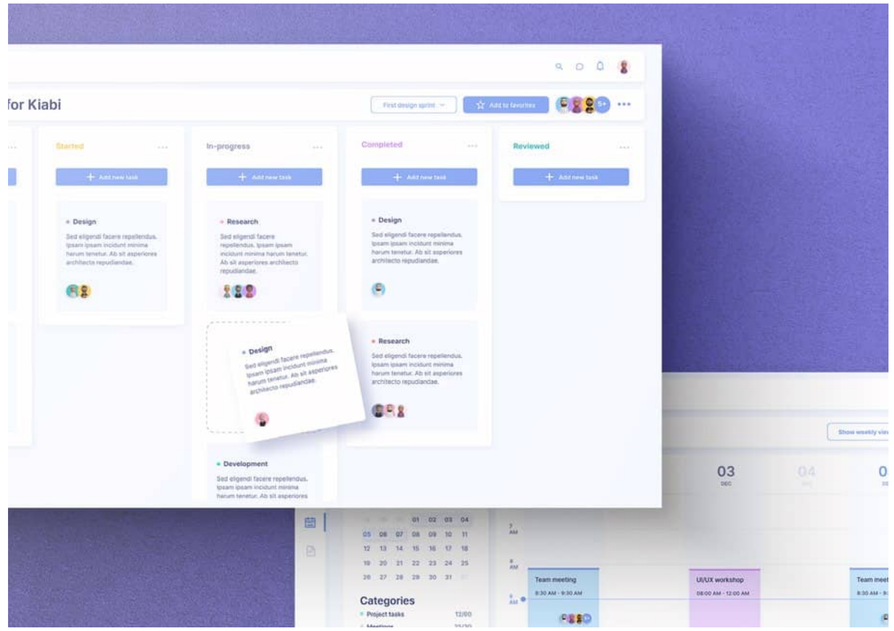
Like typography, I decided to use contrasting and fun purplish and yellowish colors for this dashboard to give an energetic and warm vibe to a tool that usually looks serious and cold.

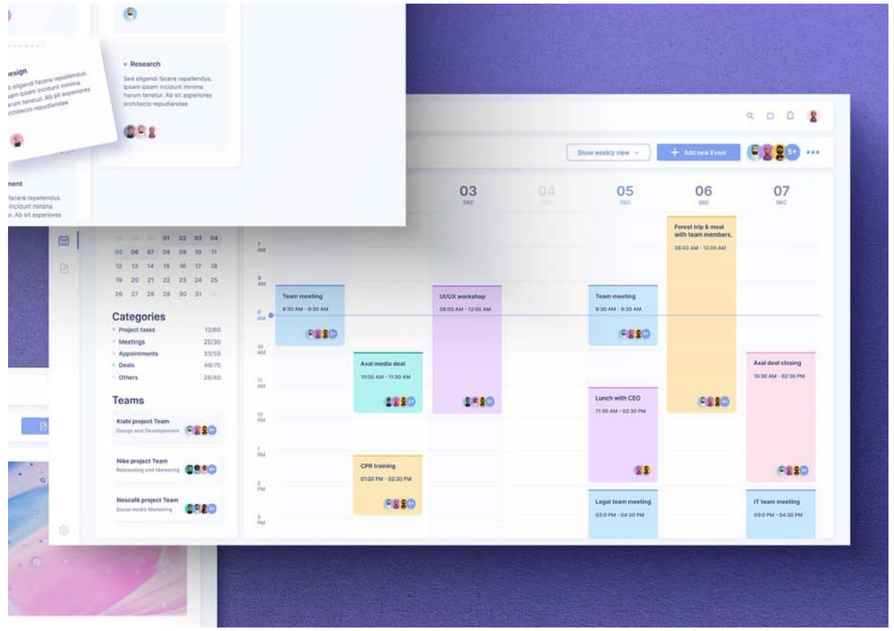







Kanban
Website design for Kiabi
To-do
Started
In-progress
Completed
Reviewed
Add new task
Design
Research
Development
Notes
An introduction to UX design
Introduction
History
Categories
Teams
Kiabi project Team
Nike project Team
Nescafé project Team
Team meeting
UI/UX workshop
Axal media deal
Lunch with CEO
Forest trip & meal with team members.
Axal deal closing
CPR training
Legal team meeting
IT team meeting


for Kiabi
Started
In-progress
Completed
Reviewed
Design
Research
Development
Categories
Team meeting
UI/UX workshop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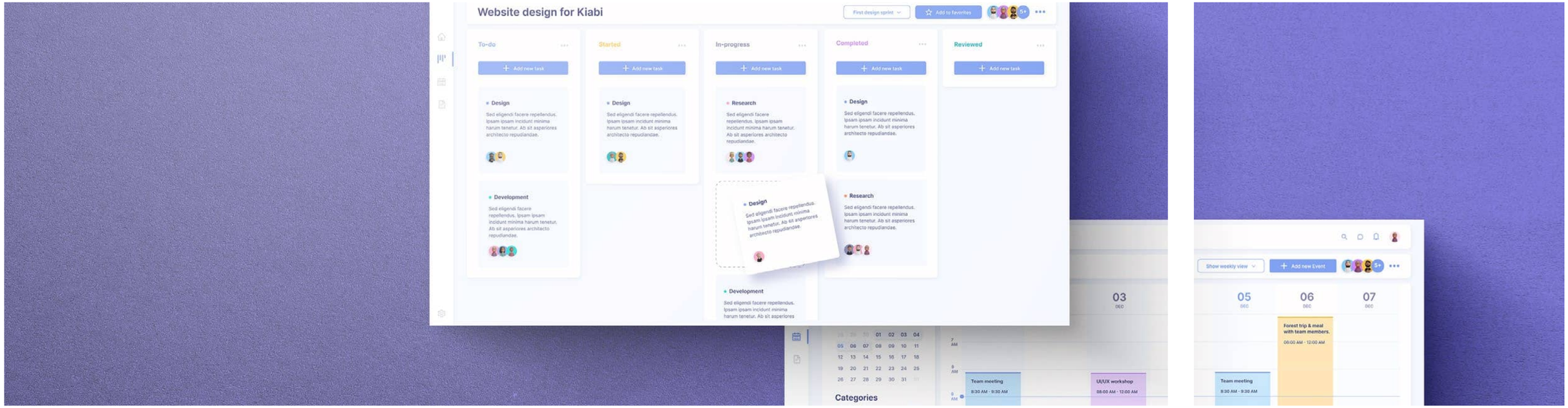
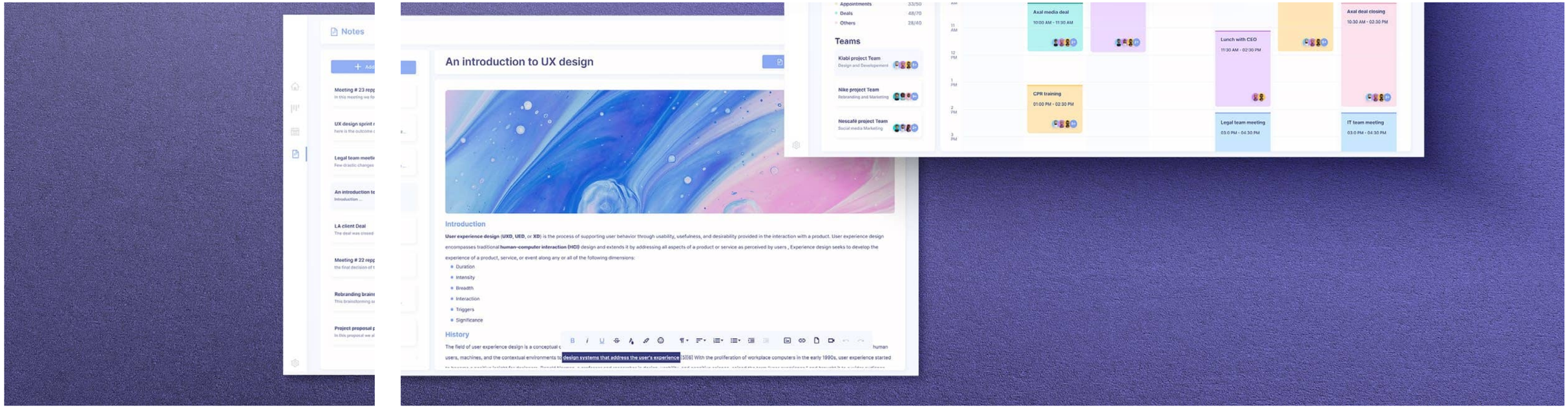

Website design for Kiabi
First design sprint
Add to favorites
To-do
Started
In-progress
Completed
Reviewed
Add new task
Design
Development
Research
Categories
Show weekly view
Add new Event
Team meeting
UI/UX workshop
Forest trip & meal with team members.


Notes
An introduction to UX design
Introduction
User experience design (UXD, UED, or XD) is the process of supporting user behavior through usability, usefulness, and desirability provided in the interaction with a product. User experience design encompasses traditional human-computer interaction (HCI) design and extends it by addressing all aspects of a product or service as perceived by users , Experience design seeks to develop the experience of a product, service, or event along any or all of the following dimensions:
Duration
Intensity
Breadth
Interaction
Triggers
Significance
History
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Nike project Team
Nescafé project Team
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T H A N K Y O U F O R Y O U R T I M E

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